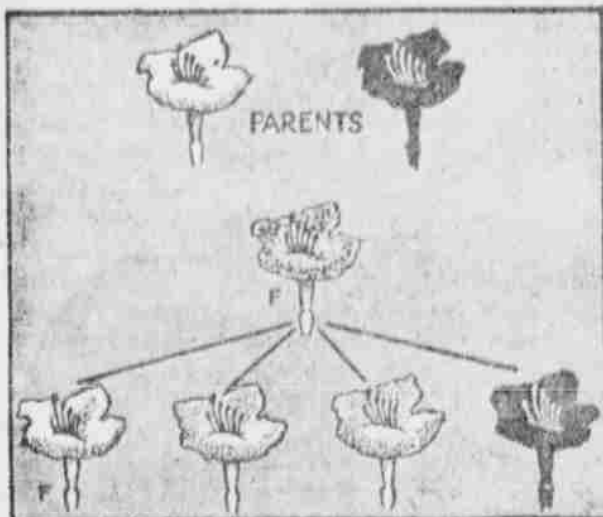


Marry for BEAUTY, Says Science



Want a Genius in the Family? Then Choose a Handsome Mate, According to These Amazing New Deductions Which Value a Pretty Face Far Above Brains

It Has Been Discovered that the Law of Heredity in Flowers Operates Almost Precisely as It Does in Human Beings. The White and Black Flowers of the Same Kind at the Top are Crossed to Make the Mixed Black-and-White in the Center. From Its Seeds Come Flowers (Bottom Line) Some of Which are Mixed, but Some of Which are Pure White or Black as in the Original Grand-Parents.

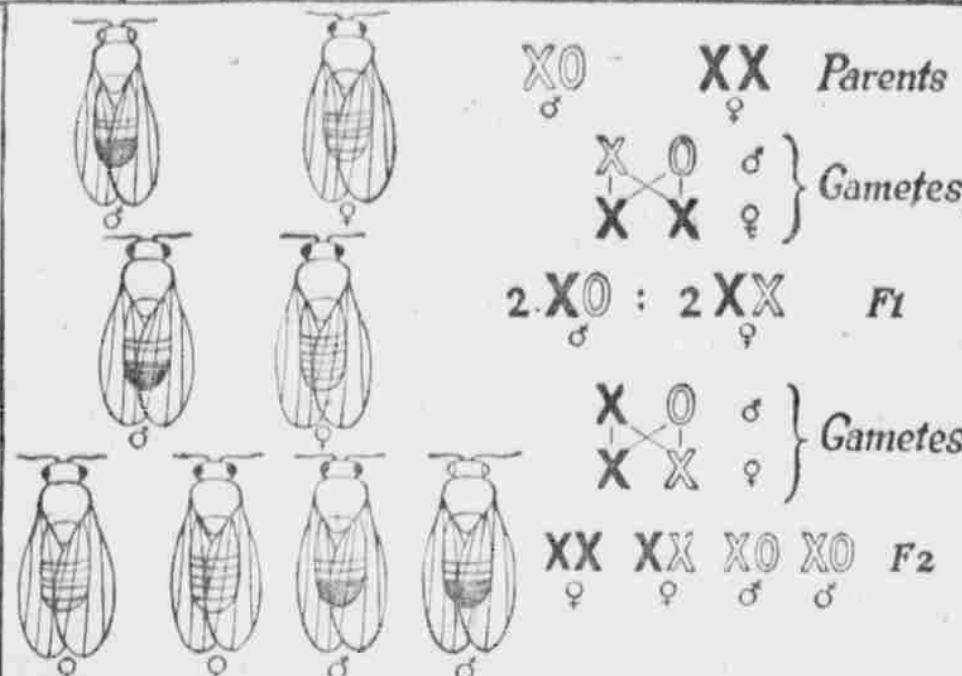
ARE you looking for a wife—or husband? Let beauty be your guide! Choose your mate for physical perfection first—Pick a Venus or an Apollo for the mother or father of your children—and eventually humanity will develop a super-race, which will have not only beauty, but health, morality, intelligence—everything!

This amazing pronouncement has been made, in the name of science, by Knight Dunlap, professor of psychology in Johns Hopkins University, Harvard doctor of philosophy, international authority on his subject, and fellow of leading scientific bodies in England and America.

He has said it with the knowledge that he would be attacked by moralists, intellectuals and some fellow-scientists. But he has said it in the belief that his stand can be justified on the very highest moral and intellectual grounds.

He believes as firmly as any preacher in the importance of morality and in the supremacy of mind over matter—but he believes they must be attained through physical perfection, first of all.

You will read his own words in a moment, but his complete argument is so long and involved that it would be unfair



This Diagram, of Three Generations of Insects, from Top to Bottom, Shows How the Mendelian Theory of Heredity Works. The Two Insects at the Top are Parents of the Two Middle Flies, and These in Turn are Parents of the Four at the Bottom. The Black and White Xs and Os at the Right Show How the Qualities of the Parents Cross and Mix in the Offspring. Suppose the White Outlined Letters Represent Good Qualities, and the Black Bad Ones; the Bottom Line Shows that in the Third Generation Children May Emerge Possessing All the Good Qualities of the Best Grandparent.

develop and put in practice moral ideals. The problem, after all, is not one of choice between two ideals, but of having such regard for the primary ideal (physical beauty) that it may help us to the at-

beautiful women of the stage, whether great actresses or merely "beauties" in the chorus, do not marry and have children. He points out that the stage, generally recruits women who have beauty in the highest degree, and that though there are many brilliant and notable exceptions, the majority of these beautiful women are lost to posterity. As a class, he says, they would make ideal mothers for the development of a perfect race.

"Thousands of these selected beauties," he says, "enter the theatrical profession



James Carew and His Wife, the Famous and Beautiful Actress, Ellen Terry. Her Son Gordon Craig is Considered a Genius of Stage Craft.

to quote him without first summing up briefly the meaning of the whole.

His contention is that the civilized standard of beauty is in reality a standard of physical perfection—that is, that the most beautiful woman, or man, is the one who is most nearly perfect physically. And that a physically perfect race, with mental and physical diseases wiped out, will, in the long run, be good and intelligent as well as merely "beautiful."

Dr. Dunlap says:

"The present reasons for the actual matrimonial choices of society are complex, beauty being only a minor consideration. For the student of social psychology the investigation of the other factors is of absorbing interest, but here I may say merely that the predominance of these factors is a calamity. As a physiological psychologist, I must repeat what the poets have sung—the glorification of beauty and its exaltation as the primary ideal which ought to reign in human life. Of all the divinities in the Greek pantheon, the most glorious are not Zeus and Hera, but Apollo and Aphrodite (Venus), the life-giving queen of heaven.

"It will be noticed that I have omitted moral qualities from the composition of the beautiful individual, and have ignored the physical characters which connote moral qualities. In this I have been consistent. Beauty may be proud, cruel, deceitful, immoral, wicked; and yet it may still be beauty. Cleopatra was capable of almost any crime you can think of, and Thais was no modest violet; but history tells us that they were of wonderful beauty. 'Handsome is as handsome does' is true only in a qualified way.

"How can we elevate beauty to the rank we give it, since it satisfies our social demands only in part? We must do so because it is the foundation on which truth and holiness are built. Only the race which is physically and mentally fit can survive and flourish long enough to

tainment of the ultimate ideal (morality and intelligence).

"The proverb tells us that 'beauty is only skin deep,' which nicely exemplifies the dishonesty of proverbs. Ugliness, it is true, is often skin deep, but beauty never. Beauty, as I hope to be able to show, is something that depends on the whole organism.

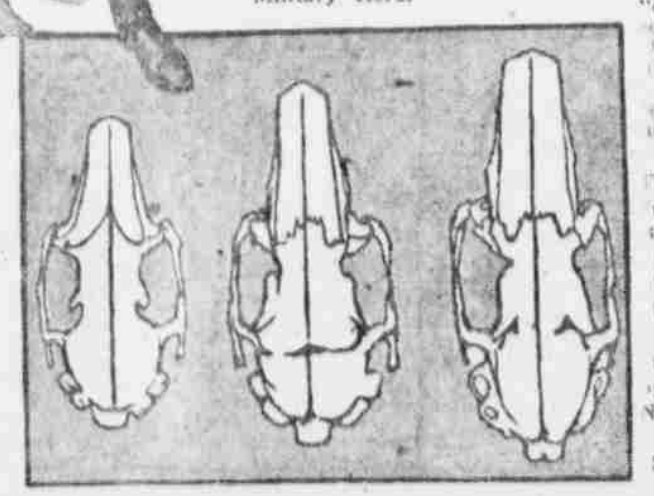
"The softness and roundness of contour of the female is beautiful because it is the mark of physical fitness. The fatty layer is an extra reserve supply of food material laid up against the heavy demands which are made by child-bearing, and protects her in that supreme process of whose splendid fruition beauty is but the glorious blossom.

"In the absence of more scientific tests of the racial potency of the individual, beauty must be used as our guide. The problem of racial betterment is the problem of conserving beauty and eliminating ugliness, that beauty may more and more predominate and the race become more and more fit, instead of declining under the influence of those factors in civilization which inhibit sexual selection and natural selection."

Dr. Dunlap regrets the fact that more



At Left—Marshal de Saxe, the Great French General, Son of a Notorious Court Beauty. The Marshal Contracted an Alliance with Adrienne Lecouvreur (shown above), and Their Son Became a Great Military Hero.



The Skull at the Left is from an Inferior Rabbit bred to a Very Superior Rabbit Whose Skull is shown at the Right. The Middle Skull is from the Offspring of Normal Strength and Size. Often, by the Introduction of a New, Strong Parent into a Worn-Out Family Strain, Similar Human Results are Achieved.

every year (and are too busy and successful to marry and have children), and these are the very ones who should be picked out above all others for the perpetuation of the race."

In another place he urges, quoting Plato, the advisability of, consequently, the man who does, from time to time, defy "family, social and economic considerations," and marry a beauty out of the chorus (provided she is really a beauty and not merely a pretty "cutie"), is perhaps unconsciously, according to Dr. Dunlap, serving the highest purpose of the race.

Dr. Dunlap does not contend that such marriages necessarily produce extraordinary children in the first, or even the second, generation. The real improvement in the human stock, by his theory, will take place gradually and over long periods of time. How such qualities persist, dropping out perhaps in one generation and recurring in later ones, has been worked out by science in the Mendelian theory of heredity, which is illustrated by some of the diagrams on this page.

But that such marriages, in which the mate is chosen primarily for great beauty, do sometimes produce remarkable children in even one generation, is proven by many striking instances.

Edgar Allan Poe, one of the greatest geniuses America has ever cradled, was the child of such a union. His father, shocking the other members of his old and aristocratic family, married an actress to whom he had been attracted by her great physical beauty, and the child of that marriage achieved immortality as a poet.

In the present generation Ellen Terry, divinely beautiful in her prime as well as a great actress, is the mother of Gordon Craig, genius of stagecraft, who is becoming almost as famous as his mother.

Many marriages of rich or titled men with beautiful actresses and "show girls" have been successful and have given splendid children to the world.

One of the most striking was that of Belle Bilton, music hall beauty and toast of London in her time, who became Lady Clancarty by marrying the fifth Earl of Clancarty, and gave him three splendid sons—Lord Kilconnel, the Hon. Roderick Berkeley and the Hon. Greville Sydney Rochford, two of whom became heroes of the late war.

Going further back, the Emperor Na-

poleon III. was the son of a famous beauty, Hortense Beauharnais. Richard Sheridan, famed English dramatist and author of "The Rivals" and the "School for Scandal," was the son of a noted stage beauty.

Another very famous double example is that of the great French general, Marshal de Saxe. He was the son of August II of Saxony by a notorious professional beauty named Aurora Koenigsmark. After winning fame on the battlefield, he himself contracted a similar alliance with Adrienne Lecouvreur, most beautiful actress of her day, and their son, in turn, became one of the heroes of the French Revolution.

It is not, however, on such striking individual examples that Dr. Dunlap has based his extraordinary theory of "personal beauty and racial betterment."

He says, "Marry for beauty," not necessarily in the hope that your children will be geniuses, but for its eventual effect upon civilization and the improvement of the human race.

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